



Game Advertising Game Packaging Guidelines

May 20, 2013

Welcome!

This document provides branding guidance for Xbox 360 games communications.

If marketing a title for both Xbox One and Xbox 360 please see the Xbox One game advertising guidelines.

For for asset help and reviews contact: artcerta@microsoft.com

Three types of games



Controller Games

Controller games where the sensor is optional. The sensor is not required to play or complete the game, but the experience is enhanced by some sensor capabilities (other than sensor-enabled body-movement or speech-control gameplay)



Better With Kinect Games

Controller games where the sensor is optional. The sensor is not required to play or complete the game, but the experience is enhanced by some aspect of sensor-enabled body-movement or speech-control gameplay.



Kinect Games

Kinect games where the sensor is required to play the game. There is no option to play without the sensor.

Or Kinect games where both a controller and the sensor are required to play and complete the game. Sensor-enabled body-movement or speech are used to control gameplay.

Controller Games

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Better with Kinect Games

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Kinect Games

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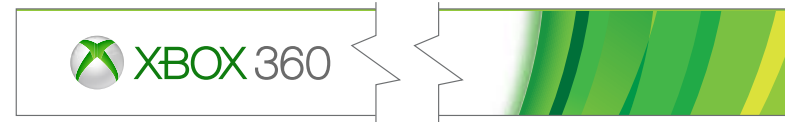
Controller Games



Asset overview

If marketing a title for both Xbox One and Xbox 360 please see the Xbox One game advertising game packaging guidelines.

See the asset guidance section at the end of this document for more information on using these assets.



Print advertising

Single platform branding



Competitive multiplatform branding



Broadcast advertising

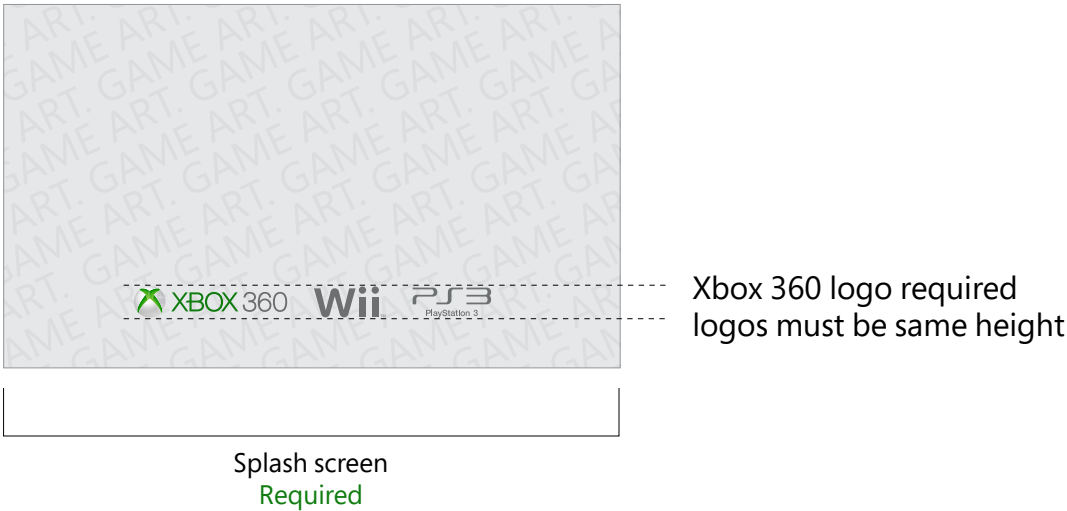
If used the splash screen must show for at least one second.

Mnemonic length	
Ad length	Mnemonic length
10 Seconds or shorter	1.5 Seconds or shorter
15 Seconds or longer	3 Seconds or longer
30 Seconds or longer	6 Seconds or longer

Single platform branding



Competitive multiplatform branding



Website and landing pages

Xbox 360 logo required.

The Xbox 360 logo should link to xbox.com

Single platform branding

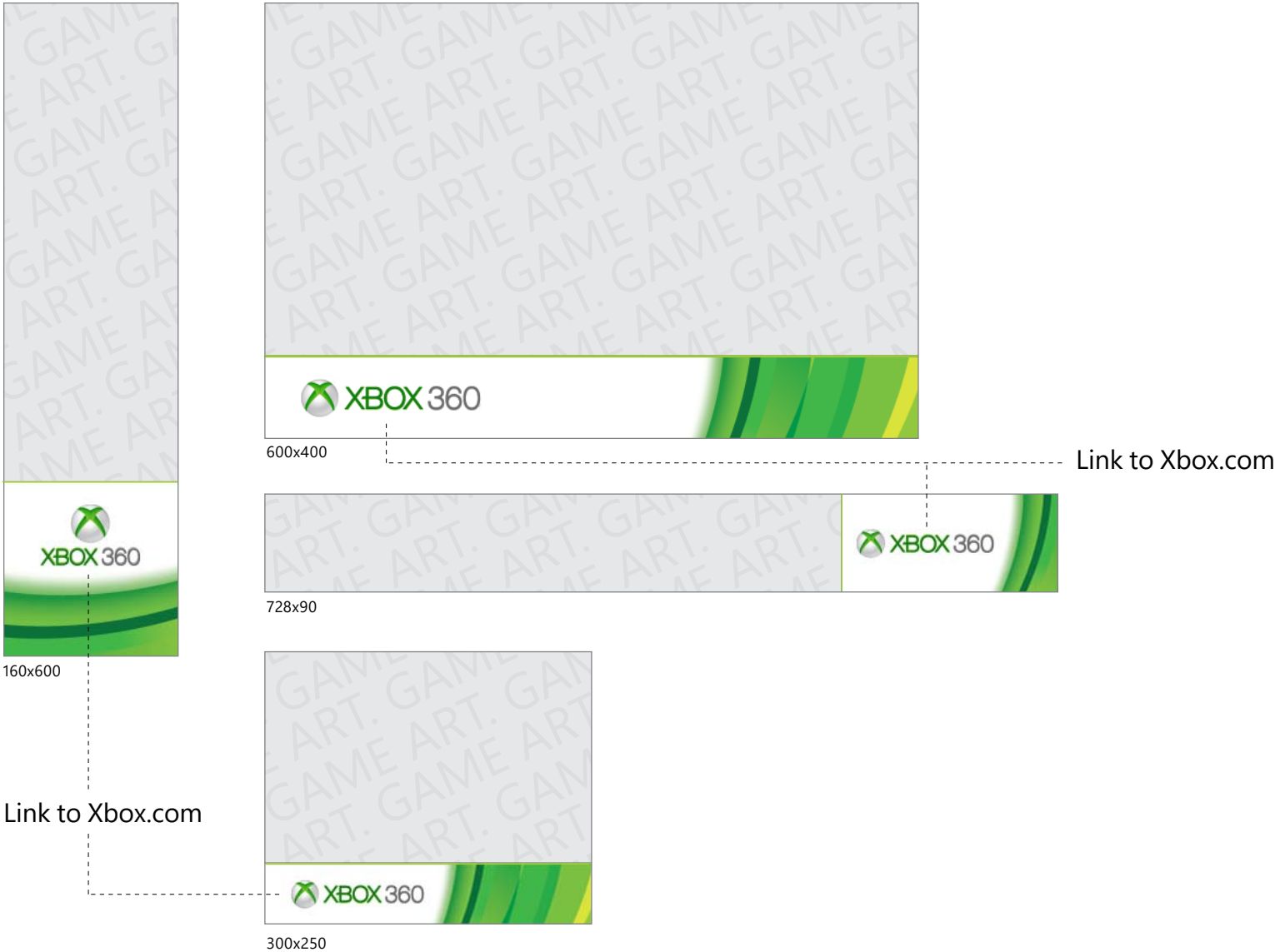


Competitive multiplatform branding



Web banners

The Xbox 360 logo should link to xbox.com



Website and landing page takeovers

The console with controller image and Xbox 360 logo are required and must appear above the fold in the left or right corner of the takeover.

The Xbox 360 logo should link to xbox.com



Link to xbox.com

Fold

These elements must be at least 20% takeover area

Out of home

The console with controller and Xbox 360 logo are required on outdoor advertising.



These elements must be at least 20% viewable area

Collector's edition packaging

Logo trademark bugging is required on the left side spine of game packaging and on the inside game container. All other logos no longer require bugging.

Leverage the back of box boiler plate messaging from the Xbox Games Outer Wrap template.

Policy note:
Microsoft does not allow toy weapons as part of any pre-order or collector's edition. For more detailed information, please work with your Microsoft Marketing Contact.



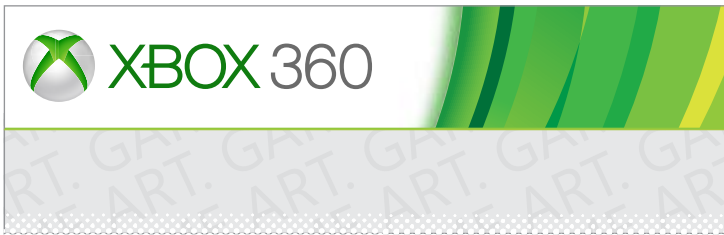
1" (25mm) or less left hand spine
Use the outer wrap spine (Xbox360_OWP_Spine.eps) and scale it proportionally to fit.



1" - 4" (25mm-101mm) left hand spine
Continue the green rule from the branding bar on the front of the box across the spine and place the Xbox 360 logo centered in the white space.



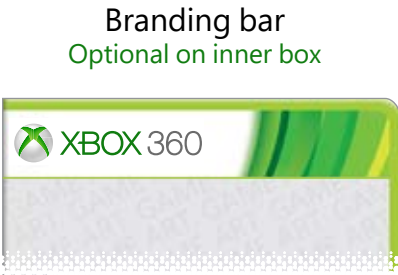
4" (101mm) or larger left hand spine
Use the branding bar (Xbox360_OWP_BrandingBar.eps) on the front and spine of the box.



Front of box



DVD



Inner DVD box

Branding bar
10% layout

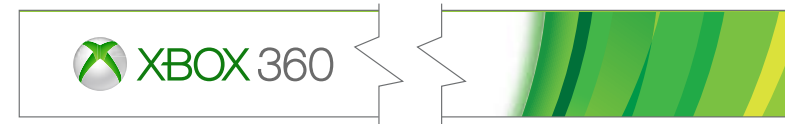
Better with Kinect Games



Asset overview

If marketing a title for both Xbox One and Xbox 360 please see the Xbox One game advertising game packaging guidelines.

See the asset guidance section at the end of this document for more information on using these assets.



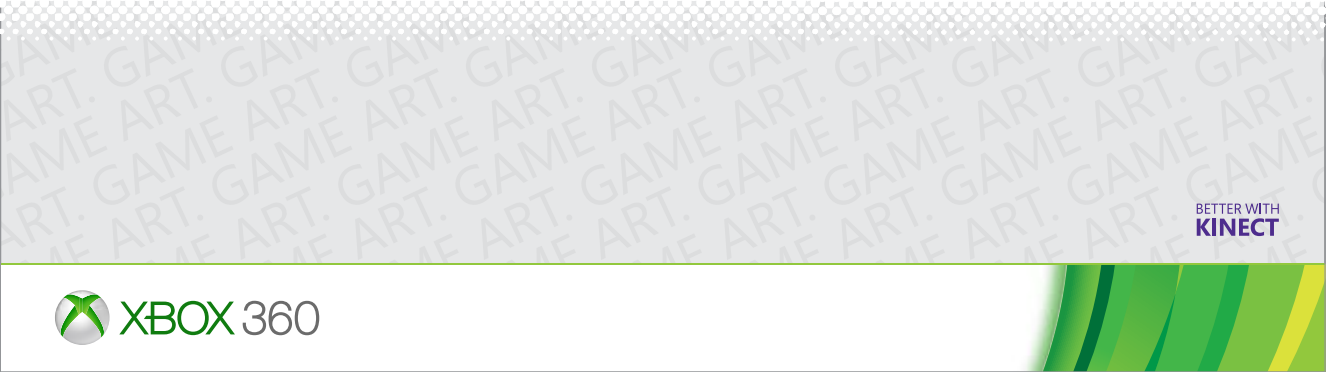
BETTER WITH
KINECT



Print advertising

The Xbox 360 branding bar and the Better with Kinect logo are required for print advertising.

Single platform branding



Canvas length

Branding bar
10% canvas length

Competitive multiplatform branding



Must be
same
height

Broadcast advertising

If used, the splash screen must show for at least one second the Better with Kinect logo is optional on splash screen.

No Kinect logo or sensor visual should appear on the splash screens. It is OK to show the sensor in the environment of the Kinect gameplay.

Mnemonic length

Ad length	Mnemonic length
10 Seconds or shorter	1.5 Seconds or shorter
15 Seconds or longer	3 Seconds or longer
30 Seconds or longer	6 Seconds or longer

Single platform branding



Competitive multiplatform branding



Specifications for featuring Better with Kinect game play

Broadcast specifications

If you show Kinect gameplay, it must be balanced by controller gameplay.

If you show Kinect gameplay, you need to have a super/text and/or VO in the body of the spot: "Also includes some Kinect gameplay."

Set specifications

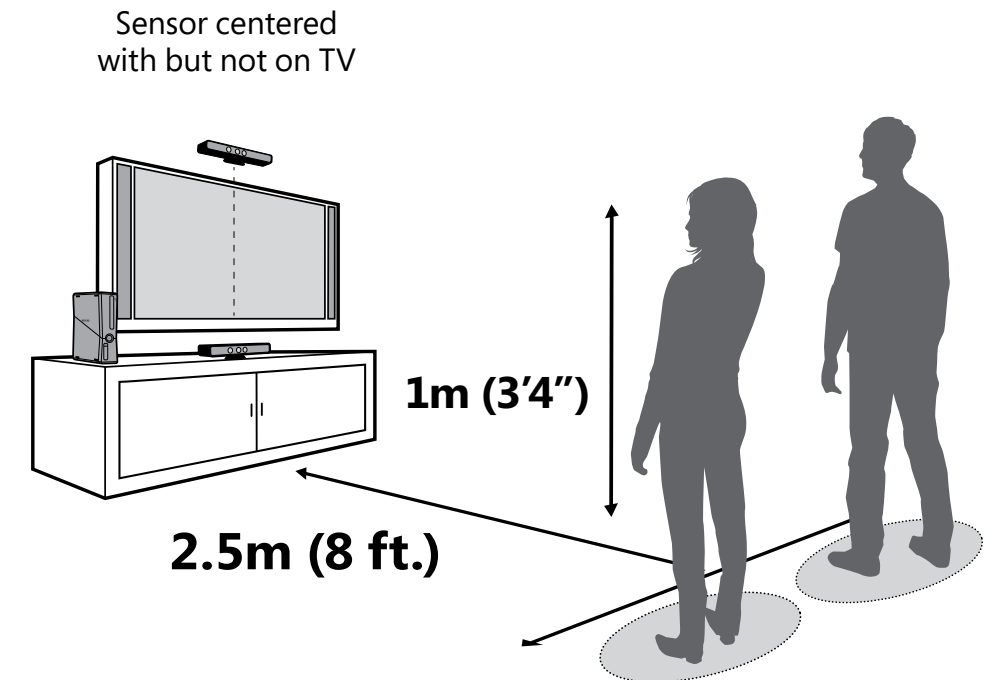
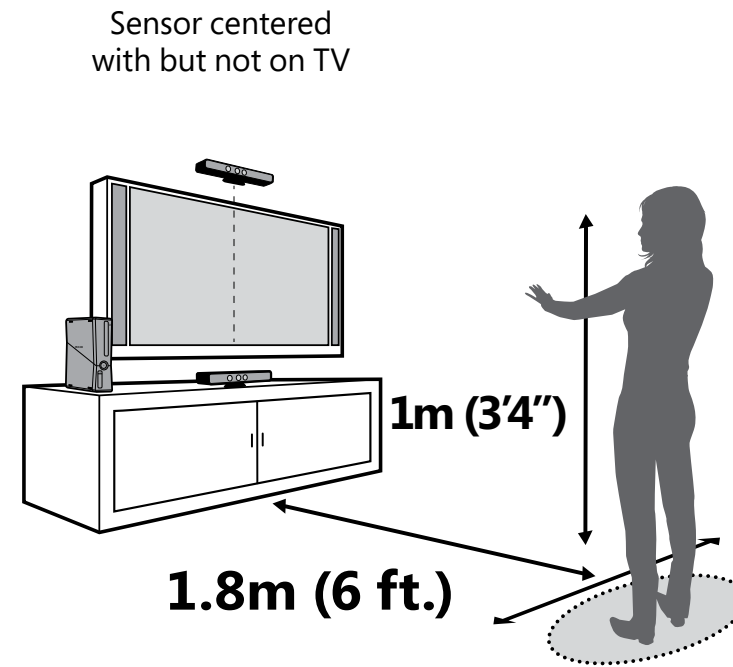
The console and sensor must be featured.

The sensor must be between 24in - 60in off the ground, and may not sit directly on the TV.

Use of lighting that would effect the sensors function is not allowed

Casting specifications

Actors must not be wearing blowsy or reflective clothing that would effect the sensors function.



Website and landing pages

Xbox 360 and Better with Kinect logo are required.

The Xbox 360 logo should link to xbox.com

Single platform branding



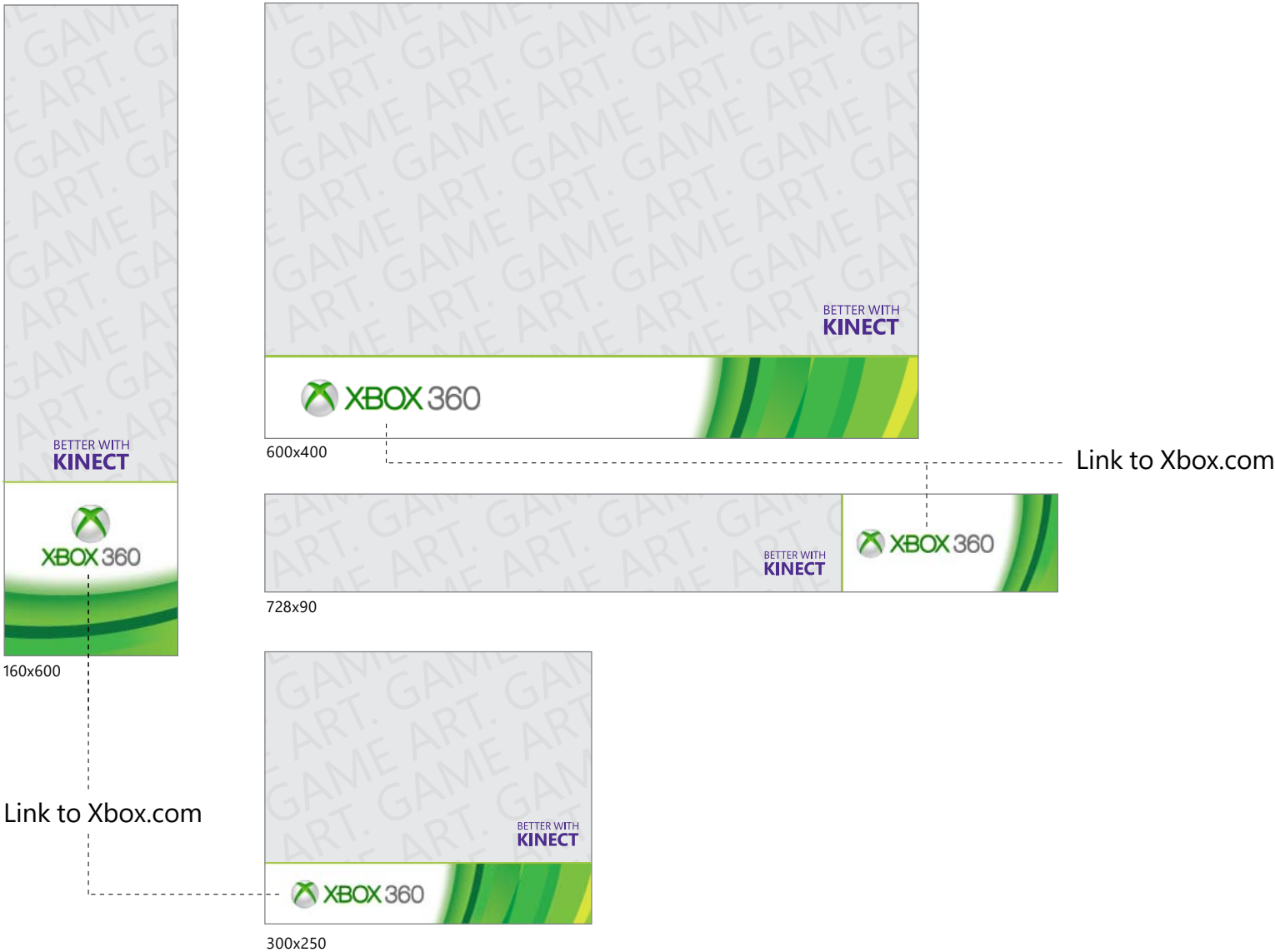
Competitive multiplatform branding



Online advertising web banners

The Xbox 360 logo and Better with Kinect logo are required.

The Xbox 360 logo should link to xbox.com



Website and landing page takeovers

The console with sensor image, Better with Kinect logo and Xbox 360 logo are required and must appear above the fold.

The Xbox 360 logo should link to xbox.com



Link to xbox.com

Fold

These elements must be at least 30% takeover area above the fold

Out of home

The console with sensor image, Better with Kinect logo and Xbox 360 logo are required on outdoor advertising.



These elements must be at least
30% viewable area

Collector's edition packaging

Logo trademark bugging is required on the left side spine of game packaging and on the inside game container. All other logos no longer require bugging.

Leverage the back of box boiler plate messaging from the Xbox Games Outer Wrap template.

Policy note:
Microsoft does not allow toy weapons as part of any pre-order or collector's edition. For more detailed information, please work with your Microsoft Marketing Contact.



1" (25mm) or less left hand spine
Use the outer wrap spine (Xbox360_OWP_Spine.eps) and scale it proportionally to fit.



1" - 4" (25mm-101mm) left hand spine
Continue the green rule from the branding bar on the front of the box across the spine and place the Xbox 360 logo centered in the white space.



4" (101mm) or larger left hand spine
Use the branding bar (BetterWithKinectPurpleBand_4CP.eps) on the front and spine of the box.



Front of box

Branding bar
10% layout



DVD



Inner DVD box

Branding bar
Optional on inner box

Kinect Games



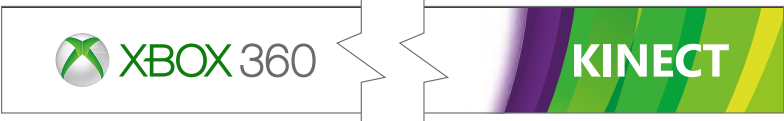
Asset overview

If marketing a title for both Xbox One and Xbox 360 please see the Xbox One game advertising game packaging guidelines.

See the asset guidance section at the end of this document for more information on using these assets.



REQUIRES
KINECT

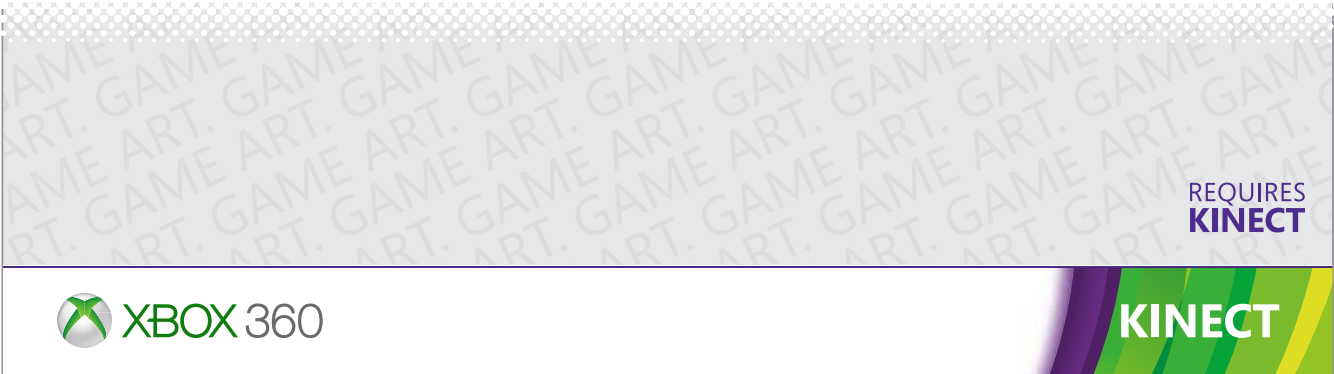


Print advertising

The Xbox 360 branding bar is required for print advertising. Requires Kinect sensor logo is optional.

The Kinect for Xbox 360 logo is required for competitive multiplatform print advertising.

Single platform branding



Canvas length

Branding bar
10% canvas length

Competitive multiplatform branding



Must be
same
height

Broadcast advertising

If used the splash screen must show for at least one second and feature the Kinect for Xbox 360 logo.

No Kinect logo or sensor visual should appear on the splash screens. It is OK to show the sensor in the environment of the Kinect gameplay.

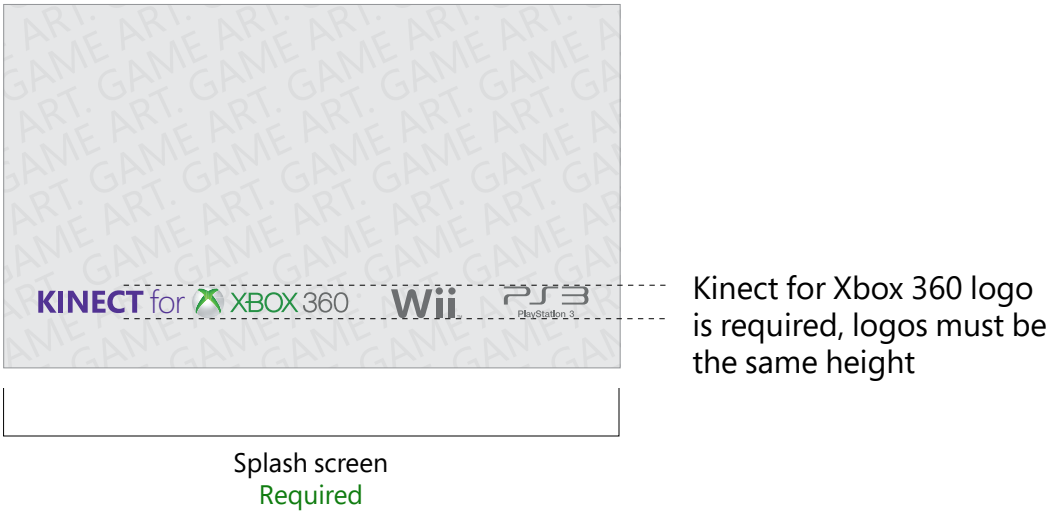
Mnemonic length

Ad length	Mnemonic length
10 Seconds or shorter	1.5 Seconds or shorter
15 Seconds or longer	3 Seconds or longer
30 Seconds or longer	6 Seconds or longer

Single platform branding



Competitive multiplatform branding



Specifications for featuring Kinect game play

Set specifications

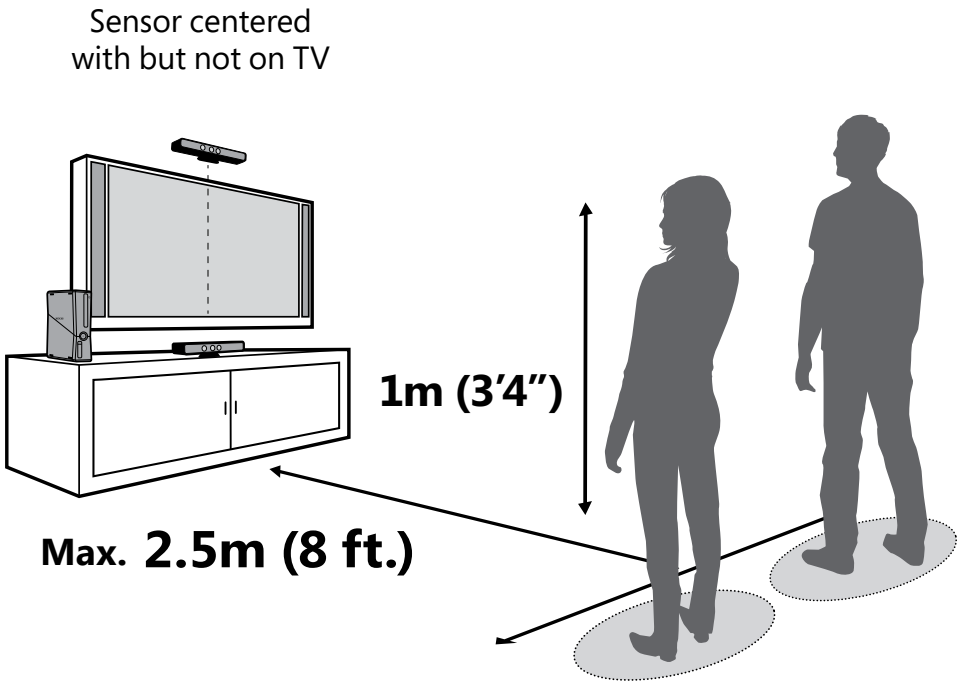
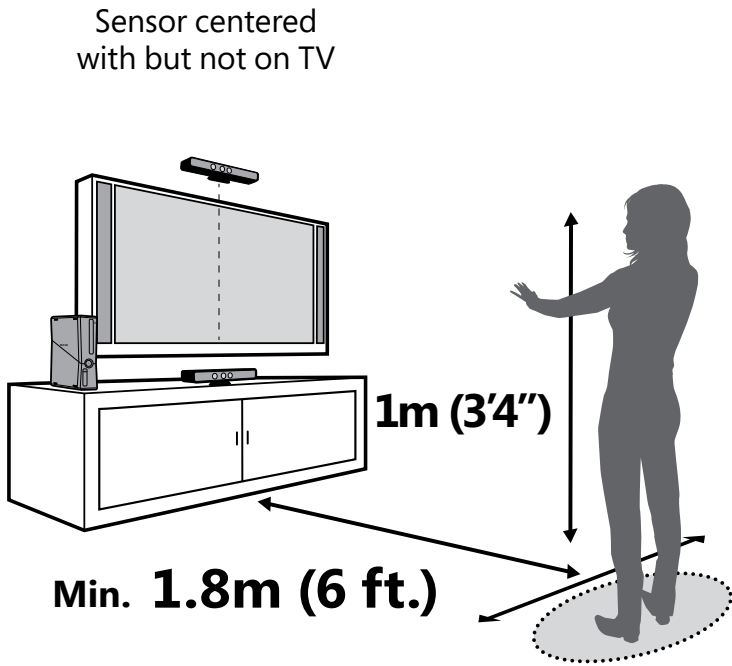
The console and sensor must be featured.

The sensor must be between 24in - 60in off the ground, and may not sit directly on the TV.

Use of lighting that would effect the sensors function is not allowed

Casting specifications

Actors must not be wearing blowsy or reflective clothing that would effect the sensors function.



Website and landing pages

Kinect for Xbox 360 logo is required for all website and landing pages.
The Requires Kinect logo is optional.

The Kinect for Xbox 360 logo should link to xbox.com

Single platform branding



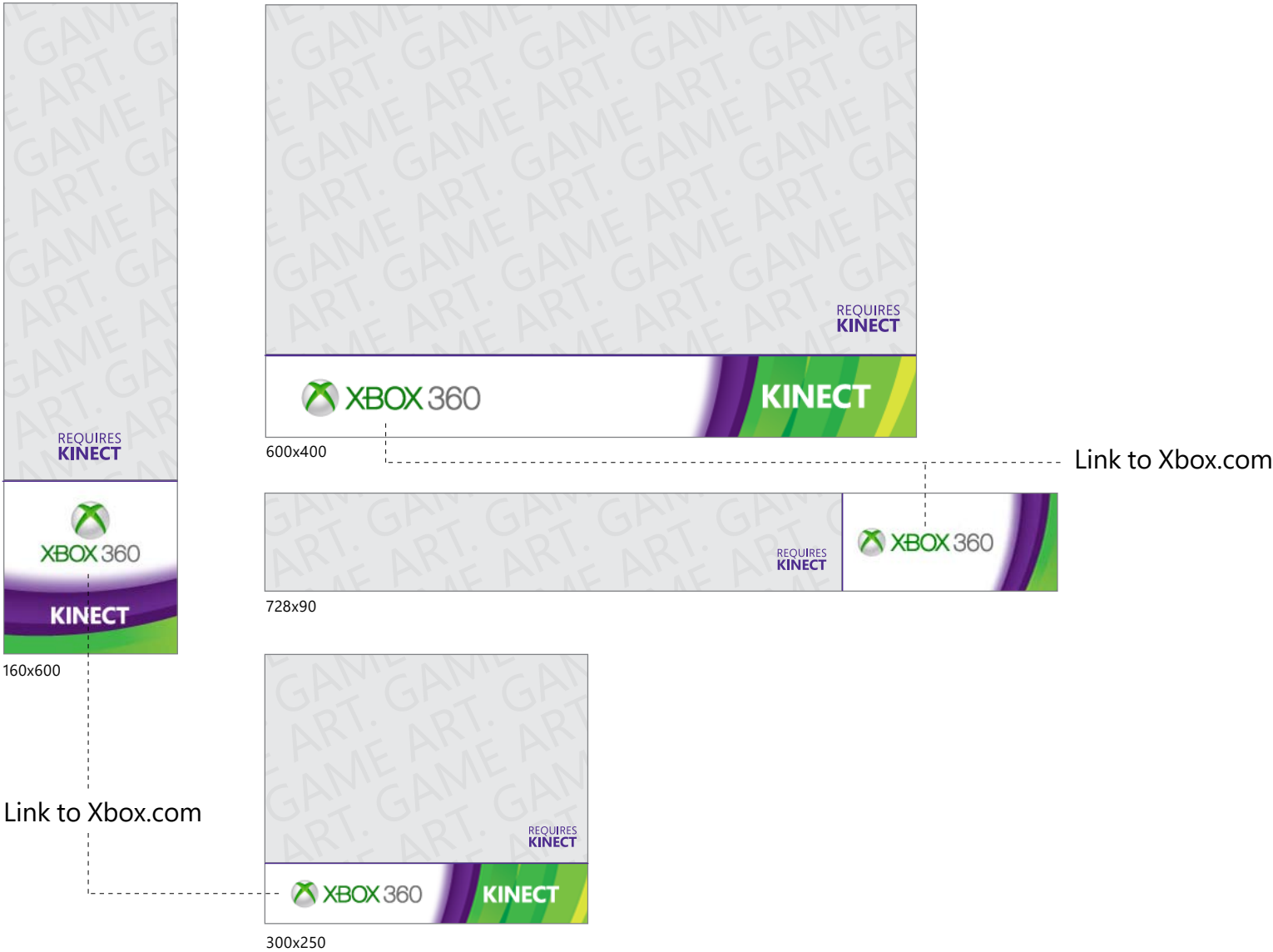
Competitive multiplatform branding



Web banners

The Requires Kinect logo is optional.

The Kinect for Xbox 360 logo should link to xbox.com



Website and landing page takeovers

The console with sensor image and Kinect for Xbox 360 logo are required and must appear above the fold.

The Xbox 360 logo should link to xbox.com



Link to xbox.com

Fold

These elements must be at least 30% takeover area above the fold

Out of home

The console with sensor image and Kinect for Xbox 360 logo are required on outdoor advertising.



These elements must be at least 25% viewable area

Collector's edition packaging

Logo trademark bugging is required on the left side spine of game packaging and on the inside game container. All other logos no longer require bugging.

Leverage the back of box boiler plate messaging from the Xbox Games Outer Wrap template.

Policy note:
Microsoft does not allow toy weapons as part of any pre-order or collector's edition. For more detailed information, please work with your Microsoft Marketing Contact.



1" (25mm) or less left hand spine
Use the outer wrap spine (Kinect_OWP_Spine.eps) and scale it proportionally to fit.



1" - 4" (25mm-101mm) left hand spine
Continue the green rule from the branding bar on the front of the box across the spine and place the Xbox 360 logo centered in the white space.



4" (101mm) or larger left hand spine
Use the branding bar (Kinect_OWP_BrandingBar.eps) on the front and spine of the box.



Front of box



DVD



Inner DVD box

Branding bar
10% layout

Asset Guidance



Branding bars

To alter the width of the branding bars, select the left portion of the bounding box, the Xbox 360 logo, and the green or purple rules if applicable and move them left or right to increase or decrease the white space in the middle.

Branding bars For print advertising. Rules on the top



The Xbox 360 branding bars are available in two sizes for print, 8.5" (216mm) wide for single page and 17" (432mm) wide for spreads. Choose the size closest to the width you need before resizing.

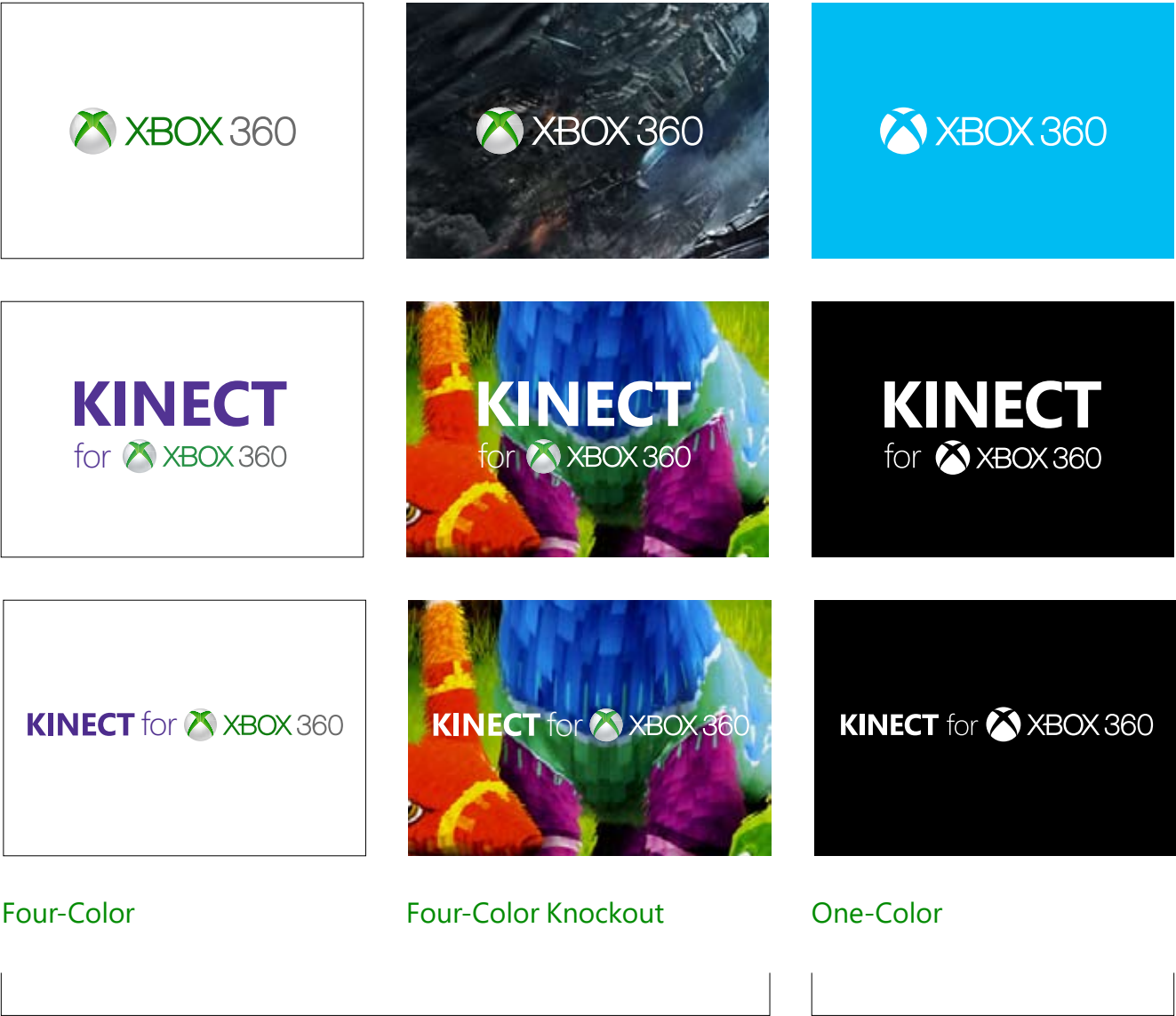
Branding bars for packaging Rules on the bottom



Logo options

Chose the logo that will work best for your application.

The logo no longer requires trademark bugs in most instances, including advertising and marketing.



Preferred

The one-color version may be used as a single color or as a knockout. Xbox green should be the first color choice for one color production.

Clear space and minimum size



Print .43 inches
Screen 30 pixels

KINECT

for  XBOX 360

Print .43 inches
Screen 30 pixels

BETTER WITH
KINECT

Print .5 inches
Screen 35 pixels

REQUIRES
KINECT

Print .5 inches
Screen 35 pixels



Print 2in
Screen 150px
10% Layout



Print 2in
Screen 150px
10% Layout

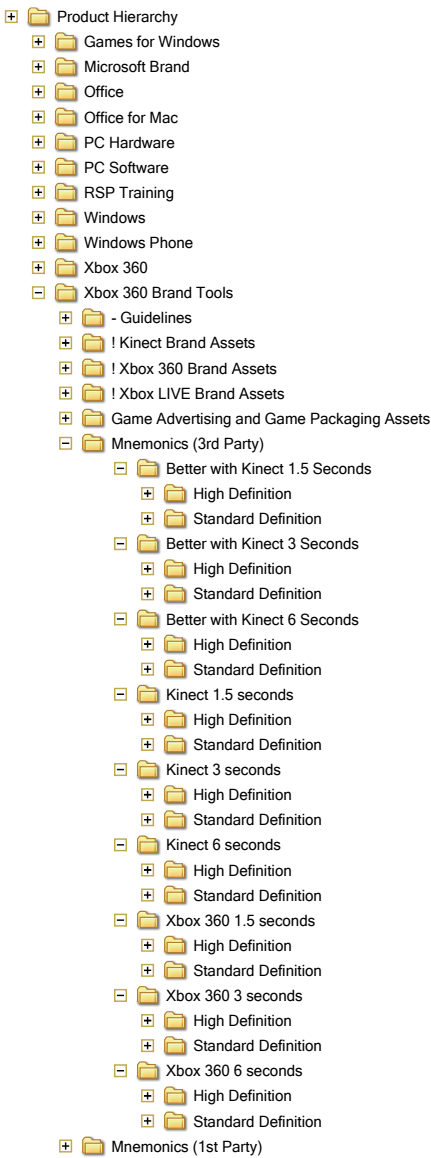
Prosource navigation

For questions regarding usage or Brand approval, please contact artcerta@microsoft.com

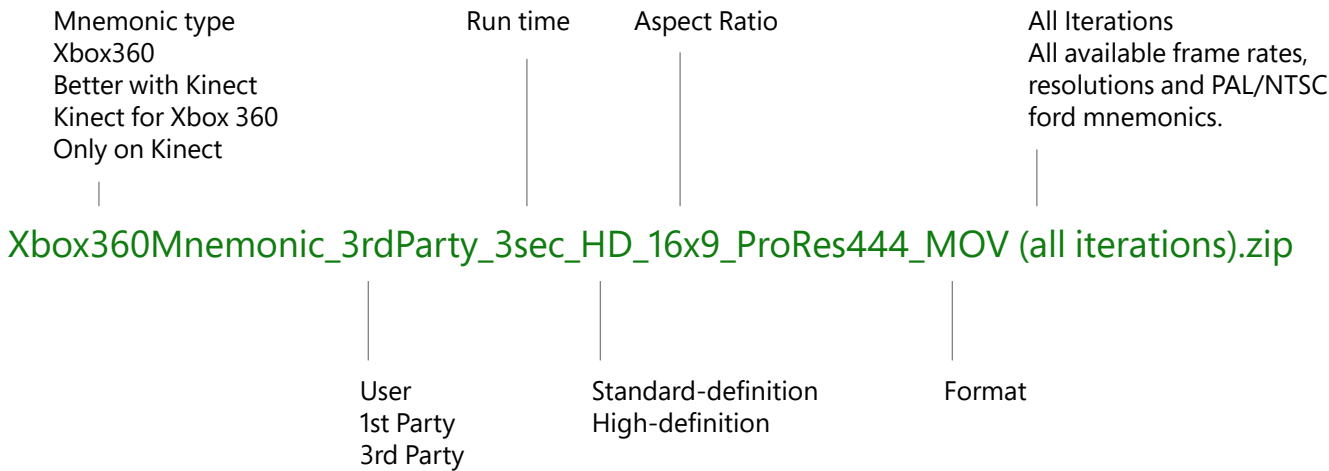
To obtain Xbox Brand Assets please go to the following locations:

Prosource <https://www.microsoftprosource.com>

Folder Structure



Mnemonic File-naming convention



Nomenclature

Xbox 360

First use

"Xbox 360" "Xbox 360 console" or "Xbox 360 with Kinect"

Additional use:

"Console"

Do Not

- use "Xbox" alone to represent the platform or the console.
- refer to Xbox 360 as "360."
- use "Xbox" or "Xbox 360" in a possessive or plural form.
- add a space between "X" and "box."
- capitalize the "b" in "Xbox."
- use "X" by itself to represent "Xbox."
- create new "X" names to indicate association with Xbox.

Xbox 360 Kinect Sensor

First use

"Xbox 360 Kinect Sensor"

Additional use:

"Kinect Sensor" or "sensor"

Do Not

- use as a verb.
- use to mean "connect."
- use "Kinect" or "for Kinect" in product name.
- make into a word or similar words: "Kinecting," "Kinection," "Kintastic," "Kinspiracy."
- use "Kinect" or "for Kinect" in any game title or game logo.
- use "Kinect" or "for Kinect" in a possessive or plural form.

KINECT IN GAME NAMES:

"Better With Kinect"

A "Better With Kinect" or "Requires Kinect" game may use the term "...for Kinect®" to describe the game in text and marketing materials, however neither the official name of the game nor the game logo can use "Kinect" or "for Kinect".

"Requires Kinect"

A "Requires Kinect" game may use the term "...for Kinect®" in the name of the game per the guidance below as well as in use to describe the game in text and marketing materials..

Microsoft